**Type**: Advertisement design

**Outline**: Create an advertisement brochure for an online printing company

**Description**: We need a 4 pages advertisement brochure design for the launch of the website of our printing company.

Who we are: Allo-Sprint Is a new born discount printing company located in Martinique (French Island, Caribbean sea). We’ve got all the printing machines to print from flyers and calendars to business cards and brochures. Allo-Sprint is the first printing company located in Martinique to provide the customers with a website where they can directly choose, customize and buy their printed works.

The project: We want to make a massive advertisement towards the population of the Island and will distribute the brochure you’ll make directly into the people and companies’ mailbox so they hear about us. We want them to understand at the first look to our ad what we’re doing : printing, discount, online.

The advertisement brochure has 4 pages (A4) :

-Cover: Our Special offer (-40% on everything until 15th June, for the lauch)

-Page 1 & 2 (inside): 6 products detailed (flyer, business cards, greeting cards, leaflets, posters, corporate paper block)

-Page 4 (back): the website: cheap prices, easy to use, buy in one click, easy, etc.

You will find attached to this brief :  
- the logo of Allo-Sprint  
- the picture of a simple advertisement we made some months ago   
  
We already have our website online, so you can get inspired and use the data provided there : [www.allo-sprint.com](http://www.allo-sprint.com) You can also take some inspiration from the advertisement, keep the discount feeling, still we need a good graphical quality.

If you don’t speak French, you can just put some lorem lipsum instead of the text, we’ll manage. You can also use fotolia pictures if needed.

**Target markets:** We target the middle class audience looking for cheap still good quality products. We also target professionals, companies who are today 80% of our customers.